

BabyCal Partners with UPN to Help Promote Prenatal Care

BabyCal recently partnered with United Paramount Network (UPN) in Los Angeles and Sacramento to assist in educating women and their families about the importance of prenatal care, practicing healthy behaviors during pregnancy and the availability of State programs that can help pay for prenatal care services. The partnership highlights local CBOs and the programs they offer.

UPN Los Angeles

- **News Features** - Eight features focus on specific aspects of prenatal care and CBO programs, such as mentoring, nutrition, neonatal intensive care and substance abuse. Some of the features were shot on location with local BabyCal Network CBOs and their clients. The features began airing in June.
- **PSA/Celebrity Vignette Placement** - A 10-second vignette featuring Mo'Nique, star of the UPN sitcom "The Parkers," began airing on Channel 13 in May, as well as the Jada Pinkett Smith (JPS) PSA. In the vignette, Mo'Nique talks about the importance of a mother's role and encourages expectant moms to see a doctor early and have regular check-ups.
- **Web Site** - BabyCal currently has information on the UPN Los Angeles Web site about nutrition, steps to a healthy baby, facts about BabyCal and California birth statistics. You can view this BabyCal information at www.UPN13.com through December 2000.

- **PSA/Celebrity Vignette Placement** - The JPS PSA and Mo'Nique celebrity vignette are currently airing on Channel 31 through mid-September 2000.
- **Web Site** - A BabyCal banner ad on the UPN Sacramento Web site (www.UPN31.com) will be linked to the UPN Los Angeles site until September 2000. The link will enable UPN Sacramento Web site visitors to view the BabyCal information on the UPN Los Angeles site.

Be sure to view the BabyCal information on the UPN Web site and watch for the BabyCal news features, PSAs and celebrity vignette on UPN Los Angeles (Channel 13), and the celebrity vignette and PSA on UPN Sacramento (Channel 31)!

Special thanks to the CBOs, clients, and Mo'Nique for participating in the UPN projects.

UPN Sacramento

- **News Features** - Five features aired on UPN's "Good Day Sacramento" (Family Affair segment) earlier this summer. The features focused on the trimesters of pregnancy, nutrition and fitness. Those highlighting the trimesters of pregnancy were shot on location with a BabyCal Network CBO. The other two features were shot at the UPN studio with nutrition and fitness experts.



Mo'Nique, star of the UPN sitcom, "The Parkers."

Making the Most of Your CBO Network Member Kit

The BabyCal CBO Network Member Kit is a great resource! The kit was launched in 1999 as part of BabyCal's efforts to recognize the Campaign's important partnership with CBOs. Developed with input from CBOs, the kit provides a special place to store and organize BabyCal promotional items and informational materials that help support CBO education and outreach activities. Since the kit was launched, it has been, and continues to be, forwarded to all new BabyCal Network CBOs. BabyCal hopes this kit has been a valuable tool to you!

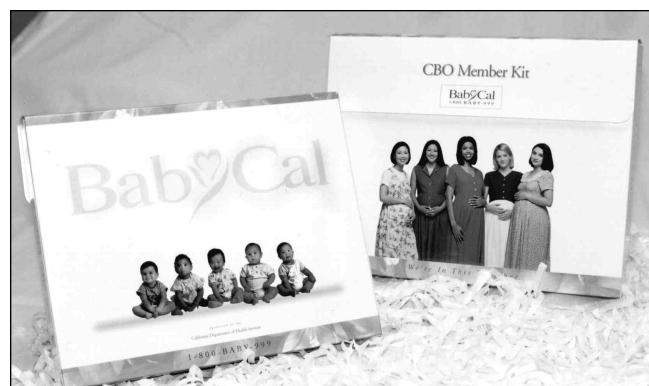
The kit currently includes the following items:

- Acrylic appointment card holder.
- CBO network member certificate.
- Window decals in English and Spanish-language.
- Informational sheets about nutrition, preterm labor and preterm birth that can be photocopied and distributed to clients.
- Outreach materials on marketing and public relations, and how to gain the most from your health fair/conference experience.
- Folate pamphlet in English and Spanish-language provided by the March of Dimes - "Before and During Your Pregnancy You Need Folate."

As BabyCal continues to develop educational materials, such as the inserts included in each issue of *BabyCal News*, the kit can be very useful for storing these items, and again acts as a great resource for information about prenatal care and CBO outreach. The winter issue of *BabyCal News* includes an insert article entitled "He's Pregnant, Too: Ten ways to help him be the best partner and father possible." File this in your kit for easy future reference.

To request a CBO Network Member Kit or any of the informational sheets, please contact your CBO Coordinator, or call Yvonne Arias at (323) 966-5740.

BabyCal hopes you find the kit helpful in supporting your community outreach efforts.



BabyCal CBO Network Member Kit.

Our New BabyCal Baby: Tania Watson Welcomes a Healthy Newborn Daughter

In February, Southern California CBO Coordinator Tania Watson gave birth to a healthy daughter! Tania and her husband, Matthew, welcomed Rebecca Cristina Watson on February 1. Both were overwhelmed with joy when they saw their 8-pound, 7-ounce daughter for the first time. "I look back on my pregnancy and realize how important it was to make healthy decisions for me and my baby," said Tania. "It's so essential to have an idea of what to expect while pregnant because there are so many surprises!"

As a CBO Coordinator, Tania is a great promoter of prenatal care. "When I first found out I was pregnant, I was so excited," said Tania. "I went to see my doctor right away and made sure that I was eating the right foods and exercising."

During her seventh month, Tania received some upsetting news. She learned from her doctor that she was at risk for gestational diabetes. "I was very worried," said Tania. "After taking various tests, I was relieved to find out that I did not have the disease." Tania was glad to know that practicing healthy behaviors had its rewards.

During her pregnancy, Tania and Matthew kept all prenatal appointments, read pregnancy books, visited pregnancy-related Web sites and attended childbirth classes together. All of these activities, including Matthew's involvement, contributed to delivering a healthy baby.

"I am very thankful to my CBOs for offering me their advice and support," said Tania. "BabyCal is a big family where everyone cares about each other. I learned that we are truly in this together."



Tania and her daughter, Rebecca.

CBO Spotlight

Healthy Babies Alliance - Pasadena

Contact: Wenonah Valentine, Executive Director (626) 296-1000

Since 1994, Healthy Babies Alliance (also known as HABIBAH, an African term meaning beloved) has primarily served the African-American community through a special program called The Birthing Project. The Birthing Project is a nationally recognized volunteer mentoring model that pairs members of the community with expectant parents through the first year of their baby's life. The project began in response to the higher infant mortality rate of African-American babies as compared to Caucasian and Latino infants.

As part of the program, an experienced "Sister-Friend" is paired with an expectant mom in the early stages of pregnancy to encourage the practice of healthy behaviors. The program also involves fathers-to-be in its "Healthy Fathers/Healthy Men" outreach.

In 1999, the Birthing Project developed a mentoring outreach program for the mothers of pregnant teens called "Mother-Friend." As part of this outreach, mothers of pre-teen girls (ages 8-12) attend focus groups to learn about pregnancy prevention.

When clients begin the mentoring program, they receive an introductory packet that includes a variety of BabyCal materials, including a pen, pencil, brochure, wipe-off magnet and Jada Pinkett Smith photo frame magnet. Recently, the

"He's Pregnant, Too" fact sheet, included in the winter issue of *BabyCal News*, was distributed to members of the "Healthy Fathers/Healthy Men" outreach to act as a training tool for mentors.

"I think it's important to provide relevant materials to expectant moms and dads and offer them incentives to support their personal role in healthy behaviors during pregnancy," said Wenonah Valentine, Executive Director.



"Sister-Friend" Carol Ross (right) presents a certificate of appreciation and flowers to Wenonah Valentine in recognition of National Volunteer Week.

Young Parent Program - Chico

Contact: Leslie Mahon, Teacher/Prenatal Education Director (530) 891-3094

Being a teen parent can be overwhelming and adds to the pressures of being an adolescent. Since 1984, Fairview High School's Young Parent Program has offered teen parents a supportive environment. The program provides teen parents with encouragement and offers them important messages about responsibility with support from six staff members and fellow students through discussions and group and individual activities. More than 40 students participate in the Young Parent Program each school year.



Prenatal Education Director Leslie Mahon demonstrates use of the BabyCal wipe-off magnet to Young Parent Program teens.

When teens enter the program, they are presented with a BabyCal introductory packet that includes a variety of outreach materials, such as the wipe-off magnet and brochure. This year, the Young Parent Program also participated in the BabyCal Bundles program. After completing at least eight prenatal care visits with their doctor, an expectant mom was rewarded with a Bundle. "Our program is very comprehensive," said Leslie Mahon, Executive Director of Prenatal Education. "It gives our students the necessary knowledge to make healthy choices about pregnancy in order to help reduce the risks of premature birth, low birthweight, newborn illness and birth defects. We give our students the support they need to have a healthy baby and live a healthy, positive life," said Mahon.

The program offers education and support services covering all aspects of pregnancy, including prenatal health, labor and delivery, as well as newborn care. Through assigned work and class discussion, students have the opportunity to show their knowledge of pregnancy and newborn care. "Since the program was developed, we have had a great success rate with teens involved in the program," said Mahon. "Only two teens have had second births since the program was developed!"

Gestational Diabetes and Your Pregnancy

During your pregnancy, you are at risk for developing gestational diabetes. (*Gestational* means during pregnancy, and *diabetes* means you have more sugar in your blood than you need). It is one of the most common problems that can happen during pregnancy and usually develops near the end of pregnancy. Most pregnant women with gestational diabetes do not feel any different, so it's important that every expectant mom be tested between 24-28 weeks of pregnancy. If the diabetes goes untreated, your baby is at risk for death before birth or serious health problems. Below are some important guidelines to think about and more information about the disease.

You should be tested at your first prenatal care appointment if you:

- Are age 25 or older.
- Are of African, Caribbean Island, Hispanic or Pacific Islander origin.
- Have previously had gestational diabetes or have a family history of diabetes.
- Have given birth to a child who weighed over nine pounds or died before birth.
- Were more than 20 pounds overweight before becoming pregnant.

If you have gestational diabetes, your baby is at risk for:

- Stillbirth (baby is born dead).
- Birthweight of more than nine pounds.
- Premature birth and breathing problems.
- Birth injuries, such as a broken arm or collarbone.
- Low blood sugar after birth that requires special care.

If you have gestational diabetes, you are at risk for:

- Preterm labor (going into labor early).
- Birth injury from delivering a very large baby.
- Birth by surgery called a cesarean section or C-section.
- Developing adult diabetes.

If you have gestational diabetes, it is important to:

- Test and record your blood sugar.
- Exercise safely and regularly (check with your doctor or nurse).
- Learn more about the disease from your doctor or health care professional.
- Be sure to eat the right foods.
- Be sure to monitor your activity, stress level, weight gain and if appropriate, insulin doses. (Insulin is a hormone that helps the body use sugar).

After your baby is born:

- Your diabetes may go away.
- It's recommended that you take another blood test 2-6 weeks after giving birth.
- Your blood sugar will need to be checked every year for diabetes.
- Continue to eat healthy and exercise regularly to reduce your risk of developing diabetes later in life.
- You are at risk for gestational diabetes in a future pregnancy.
- You are at risk for developing permanent adult diabetes within the first five years after your child's birth.

If you have been diagnosed with gestational diabetes, it's important to get the extra care you need. Remember, you can have gestational diabetes and a healthy pregnancy! Talk with your doctor or health care professional if you have any questions or concerns.

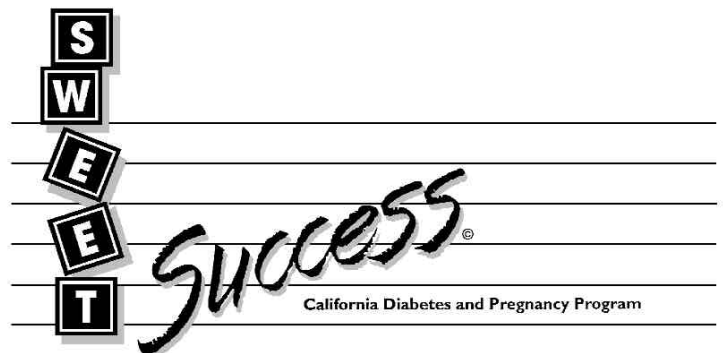
Important phone numbers that can provide you with more prenatal care information, support and referrals.

Sweet Success Diabetes and Pregnancy Program

Southern California 1-714-456-6706
University of California, Irvine
Medical Center - Sweet Success Program

Northern California 1-650-723-5763
Mid-Coastal California Perinatal
Outreach Program - Sweet Success Regional Office

Or ask your doctor or health care professional about a Sweet Success Program near you.



Source: Sweet Success Diabetes and Pregnancy Program

Health Fairs & Conferences

Over the past few months, BabyCal participated in three major events in Northern and Southern California. As a result, many CBOs learned more about the Campaign and the availability of BabyCal marketing materials.

In March, Northern California CBO Coordinator Nadine Roberts Cornish participated in the **11th Annual Families, Babies & Drugs Conference** in Modesto. The conference attracted more than 375 participants throughout California and covered topics ranging from Fetal Alcohol Syndrome to methamphetamines, cocaine, crack and the harmful effects these illegal drugs can have on an unborn child.

Nadine also staffed the BabyCal booth at the **WIC Annual Conference** in Anaheim on March 27. More than 1,500 WIC representatives from throughout California attended this event. The conference was well organized and gave participants the opportunity to visit exhibits throughout the day. This allowed for a consistent flow of attendees to visit the BabyCal booth to view and obtain materials.

On May 31 and June 1, CBO Coordinators Lori Goodwine and Tania Watson, and CBO Director Maggi Walker, participated in the **Maternal and Child Health (MCH) Conference** in San Diego. During the two-day conference, sponsored by the California Department of Health Services, more than 400

attendees visited various booths and also attended workshops on topics such as perinatal substance abuse, breastfeeding, family violence prevention and adolescent health in California. As part of the conference, BabyCal had the opportunity to work with state and county agencies and also had the chance to meet BabyCal Network members.

If you are aware of any upcoming health fairs or conferences in your area that can help us better reach families who may benefit from BabyCal, please contact your CBO Coordinator.

BabyCal Staff Changes

In response to her valuable work on the BabyCal Campaign, Yvonne Arias has been promoted from an account coordinator to an assistant account executive. Dina Friedman will assume Yvonne's role as account coordinator on the Campaign. In addition, BabyCal welcomes Diane M. Goodwin to the team.

Also, after being a principal member on the BabyCal Campaign, Maggi Walker has accepted a wonderful opportunity to specialize in the technology sector. BabyCal wishes her great success in her new position.

Restocking Your BabyCal Marketing Material Inventory

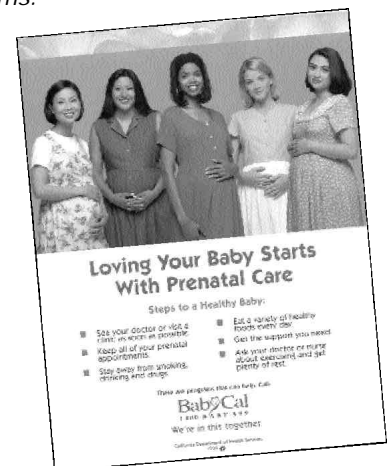
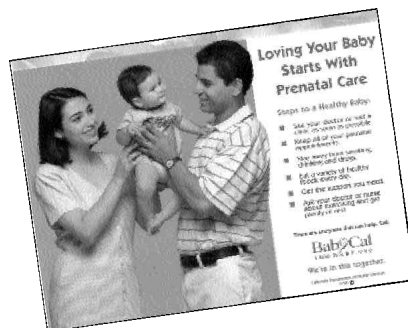
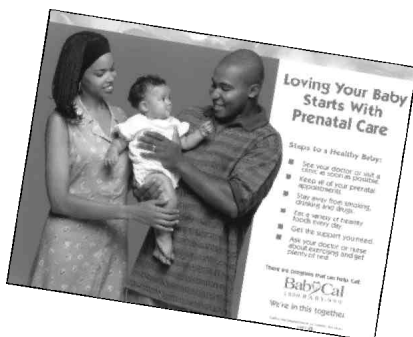
Planning to place an order soon for BabyCal marketing materials? If so, you will learn that some materials are unavailable at this time. Since BabyCal is making way for the launch of the new brochures, posters and other materials this winter, the current brochures and posters may become permanently out-of-stock as they deplete. (The Native American mini-posters are permanently out-of stock).

When placing future orders, please keep in mind that the large posters can serve as a great addition to your inventory. As you inform your clients about the importance of prenatal care, the large posters are a great way to spread BabyCal's key messages. The family photos in each large poster, along with the attractive colors, are a nice addition to your waiting rooms, examination rooms and classrooms!

Also, BabyCal recently produced an updated order form. Please be sure to use the enclosed 2000 form when placing all future orders.

For more information about BabyCal marketing materials, please contact your CBO Coordinator, or Yvonne Arias at (323) 966-5740.

BabyCal sends special thanks to the CBOs that participated in the collateral assessment in-person/telephone and informal focus group interviews. Your feedback will be instrumental in the final development of new BabyCal brochures, posters and other incentive items.



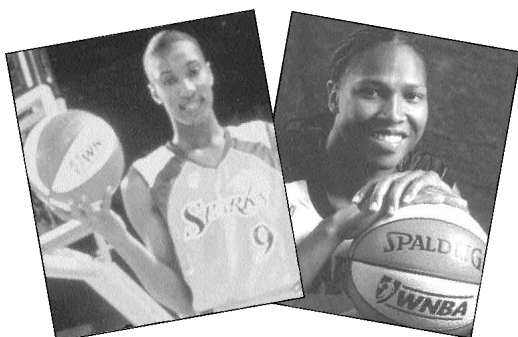
Beginning left, African-American, Hispanic and Multicultural Posters.

WNBA Players Encourage Moms-to-Be

BabyCal has once again teamed up with the Women's National Basketball Association's (WNBA) Los Angeles Sparks and Sacramento Monarchs to distribute two public service announcements (PSAs) to be aired during the 2000 WNBA basketball season.

Los Angeles Sparks Center Lisa Leslie delivers BabyCal's important prenatal care messages and encourages expectant moms in Southern California to see a doctor early and regularly in their pregnancy, eat healthy foods, and stay away from smoking, drinking and drugs.

In the PSA, Lisa explains that being a professional basketball player is a big responsibility, but giving your baby a healthy start is an even bigger responsibility. Lisa hopes to be an inspiration to many young women.



Lisa Leslie (left) and Yolanda Griffith.

Sacramento Monarchs Forward Yolanda Griffith also participated in a BabyCal PSA, which will be seen in Sacramento and the Bay Area. In the PSA, Yolanda appears with her daughter, Candace, and encourages expectant moms to do the right thing to give their baby a healthy start. Yolanda gives great advice from a mother's outlook about the importance of prenatal care.

The BabyCal Campaign sends special thanks to Yolanda Griffith and Lisa Leslie for their continuing efforts to encourage expectant moms to get prenatal care.

Welcome, New BabyCal CBOs

BabyCal welcomes 11 new CBOs. Our BabyCal Network now has more than 500 participating organizations statewide.

Northern California Region

Nadine Roberts Cornish - (916) 925-7816
BabyCal appreciates your support.

- Healthy Beginnings, Hanford
- Healthy Start, Sacramento
- La Clinica, Pittsburg

Lori Goodwine - (916) 446-2842

BabyCal thanks you for helping to improve California's healthy birth outcomes.

- Sistah-Sistah, San Francisco
- Visalia Women's Specialty Group, Visalia

Southern California Region

Tania Watson - (661) 297-0048

Your help has been very important in informing expectant moms about the importance of prenatal care. Please call me with any questions.

- Huntington East Valley Hospital, Glendora
- Lifetime Women's Healthcare, Chula Vista
- Mountain Valley Health Center, Escondido
- North County Health Services - Encinitas Women and Children's Center, Encinitas
- North County Health Services - Mission Mesa Women's Health Center, Oceanside
- North County Health Services - Oceanside/Carlsbad Health Center, Oceanside

CBO Coordinators:

Northern California: Nadine Roberts Cornish (916) 925-7816
Lori Goodwine (916) 446-2842
new number

Southern California: Tania Watson (661) 297-0048

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048

Contact: Yvonne Arias (323) 966-5740
Fax: (323) 782-8192
or Dina Friedman (323) 966-5761

Department of Health Services:

714 P Street, Room 1650
Sacramento, CA 95814
Contact: Angelica Perez (916) 657-0150
Fax: (916) 653-9212

Ordering Information

CBOs may order BabyCal outreach materials by completing an order form and faxing it toll-free to FYI Direct (formerly The Mail House) at (888) 428-6245. Orders are filled and shipped three to five days after receipt. If you have questions regarding your order, please contact FYI Direct at (800) 308-2679. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Yvonne Arias of Hill and Knowlton at (323) 966-5740 for sample packets and order forms, or to address special needs.